

THE BRAND OF SLOVENIA

I FEEL
SLOVENIA

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WHY DOES SLOVENIA NEED A COUNTRY BRAND?

A COUNTRY'S BRAND IS THE STRONGEST MARKETING TOOL OF MODERN COUNTRIES.

In the era of globalisation, countries are facing increasing competition. A brand can enhance a country's value in the eyes of target groups in various areas, such as economic, tourist, cultural, and others. To what extent a country's brand will influence value ascribed to it by target groups depends on the brand's strength. A brand's strength lies in the content and motivation of the country's population to live the brand. Strong country brands are well accepted among its users, i.e., visitors, tourists, investors, readers, listeners, and media users, and especially among the country's population. A brand's strength is increased by its prevalence and frequency of use. Only country brands that form implicit parts of the lives of the country's residents are accepted and often implemented in different areas of life.

STRONG COUNTRY BRANDS ARE BASED ON THE RESIDENTS' CONSENSUS REGARDING THE BRAND'S CONTENT.

Representatives from various areas were included in the creation of Slovenia's brand: the civic sphere, economy, tourism, culture and art, science, sport, and politics. The high consistency of their opinions is an affirmation that Slovenia's brand represents the essence of Slovenia regardless of a specific area. This consistency assures that the essential elements of the life of Slovenians are "imitated" in the brand. Certain elements are more expressed compared to others, which means that the brand is also a springboard for change. It is of course impossible to make the lives of individuals, economic subjects, and civic and social organisations uniform; however, by emphasising commonalities we can improve our recognition at the global level.

WE FEEL CLOSE TO SLOVENIA. WHAT CAN WE DO TO SHOW IT?

By experiencing the brand on a daily basis we will communicate a clear picture of the benefits, advantages, vision, and other characteristics that differentiate Slovenia from other countries to our visitors, investors, tourists, foreign politicians, and global media users. We will achieve this by relating our story to the story of Slovenia, and by referencing it more often to Slovenia's sensory characteristics. This will allow our visitors to feel Slovenia. And we will feel it as well.

The Brand of Slovenia

WHY DO WE NEED THE BRAND OF SLOVENIA?

Slovenia's brand book is a fundamental tool for managing Slovenia's brand. It describes the content of Slovenia's brand and includes general guidelines for its implementation. The brand book is intended for all inhabitants of Slovenia but mainly for representatives of private and public organisations that represent Slovenia abroad through their activities or maintenance of formal and informal relations.

USING SLOVENIA'S BRAND BOOK

Slovenia's brand book consists of two parts. The first part describes the content of Slovenia's brand and its applicability to individual areas. The second part is devoted to general guidelines for ensuring the experience of Slovenia. Only by coordinated use of the brand will we communicate Slovenia's image, described in the first part of the book. Users will utilise the brand book in accordance with their interests. A businessperson will adapt the content of Slovenia's brand to his or her goals, to the story of his or her economic initiative. A sportsperson will "translate" the story in the language of sports stories. And those who want to show Slovenia's brand in their presentational tools will further consult the usage guidelines for Slovenia's brand.

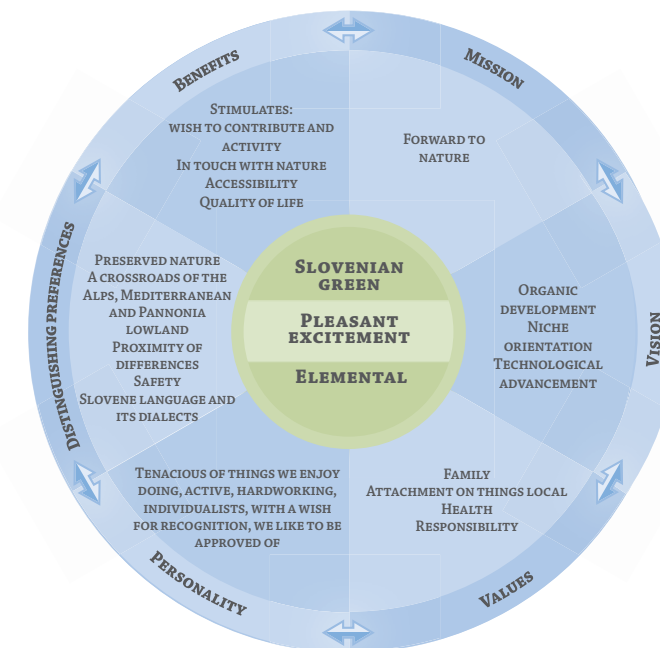
GUIDELINES FOR ENSURING THE SLOVENIAN EXPERIENCE

The guidelines for ensuring the Slovenian experience represent the basic elements that users are encouraged to use in a way that will benefit them and their goals. Each user will implement these guidelines in a slightly different manner. The Ministry of Foreign Affairs will use Slovenia's brand in a different context and with different tools than a tourist service provider. A sportsperson will utilise the brand's elements in a different way compared to a businessperson who will recognise an opportunity to increase the value of his or her product by associating it with Slovenia's brand. However, Slovenia's brand is more than just Slovenia's logo, and using Slovenia's brand image is not the only way of presenting Slovenia. What is important is a comprehensive experience of Slovenia. Those who will be using Slovenia's brand in any way should carefully consider not only how to appropriately use Slovenia's logo but also how to communicate Slovenia's brand in a comprehensive manner, through all senses. The guidelines for ensuring the Slovenian experience are intended to make those who come in contact with Slovenia not only see Slovenia but feel it with all their senses.

Slovenia's Brand Identity

The elements of Slovenia's brand identity are common to all areas (i.e., the civic sphere, state, economy, tourism, culture and arts, science, and sport) and represent a common denominator of Slovenians and Slovenia. They are the foundation of the Slovenian experience.

The name of Slovenia's brand is **I feel Slovenia**. Slovenia's brand does not carry such a title by chance. Slovenia cannot be encapsulated only by an image; Slovenia has to be felt and experienced. This is what differentiates Slovenia's brand from the brands of other countries.



Some of the elements of Slovenia's brand identity are similar to characteristics of other nations and countries, while others are unique to Slovenia. What makes Slovenia special is a combination of the above elements. This combination of elements creates innumerable harmonised stories and builds a Slovenian experience. A part of the Slovenian story can already be experienced, while the other part represents our common desires regarding the development of Slovenia. In the brand book only one Slovenian story is presented. Each user will derive his or her own variation but they will all have the same core.

The Core of Slovenia's Brand

*In Slovenia green is more than just a colour; it is “**Slovenian green**,” expressing the balance between the calm of nature and the tenacity of Slovenians. It speaks of unspoilt nature and our focus on maintaining it that way. It symbolises a balance of lifestyle that joins the pleasant excitement with which we pursue personal desires with the common vision to move forward with nature. Slovenian green also describes our focus on the elemental, on what we feel under our hands. And finally, Slovenian green talks about the balance of all senses with which we experience Slovenia. We never remember Slovenia only through images. A memory of Slovenia combines the smell of a forest, a babbling brook, a surprising taste of water, and the softness of wood. We feel Slovenia.*

The Story of Slovenia

ENTHUSIASM TOWARDS EVERYTHING WE ENJOY.

Slovenians are tenacious of the things we enjoy doing. We focus all our energy on those activities and achieve what could not be achieved by individuals who perform their work routinely and without élan. We are **active**, always in motion, and always focused on things that are dear to us. This activity is often manifested as **diligence** and orientation towards productivity – we would like to go back to work on things that are dear to us or achieve a set goal as soon as possible. Slovenians do not hide our **desire for recognition** and like to **receive praise** for our work. However, in our desire to receive praise we will not forget our principles. In addition to **family** and **health, responsibility** is one of our main values. Responsibility manifests itself in our attitude towards ourselves, others, and the environment. We are **attached to our local environment** despite **individualists**. We travel but we do not move away. We are like a fire: hot close to the flame, yet cold a short distance from it. Slovenians feel enthusiasm towards everything we enjoy. And we are the best in what we enjoy, in what we feel.

SLOVENIA IS DIFFERENT AND YOU CAN FEEL IT.

Slovenia continues to stun with its changing landscape, which in a little more than an hour changes from Mediterranean blue to high Alps and then descends to the Pannonian Plain. The **proximity of differences**, combined with a **preserved natural environment**, creates conditions for balanced living. At the same time, **variety** in such a **small space** like Slovenia is a condition for **safety**. Safety and cohabitation are emphasised also in relation to other countries. It is due to the internal variety that we can appreciate diversity. We speak foreign languages but we see our own language – Slovene – as a value that connects us and makes us different, it makes us Slovenians.

BENEFITS STEM FROM OUR SPECIFICS.

Slovenia encourages you to take up things that excite you.

The motivation to engage in activities that excite you comes from the Slovenian lifestyle. Slovenians are individualists and are supportive of individuals pursuing their personal desires. Because we do things that are dear to us, we are in constant motion, which **encourages** even an accidental visitor to **get active**. Slovenian diversity is also reflected in the variety of our interests, which are often quite extreme. But since we are used to diversity we accept it and look at extremes that complement the Slovenian **quality of life** with pride. A well-preserved environment, and the fact that it is because of Slovenia's size that many wishes are easier to fulfil here than elsewhere, contribute to the quality of life. **Accessibility** and **activity** are the reasons for our conviction that wishes can come true.

THE VISION IS CLEAR: GREEN BOUTIQUENESS.

Organic development is at the core of our vision. Slovenians do not simply desire a higher material standard of life; we wish to become a country that will exemplify the quality of life. We try to achieve this by focusing on organic development. Organic development requires the adoption of those novelties that will enrich Slovenia without having a negative impact on nature and will not neglect typical Slovenian values and personal characteristics that have allowed us to survive and contribute to a thousand years of history despite our country's small size. We try to achieve organic development through a specific, niche-focused economic orientation. Because of our focus on specific activities that we enjoy, we are developing this **niche focus into boutiqueness**. Organic growth means that we rely on our own knowledge and support the development of new knowledge that is compatible with the Slovenian vision. As a result we support **technological advancement** that will allow us to be even better at what we enjoy. We support technological advancement that will allow us to **move forward with nature**.

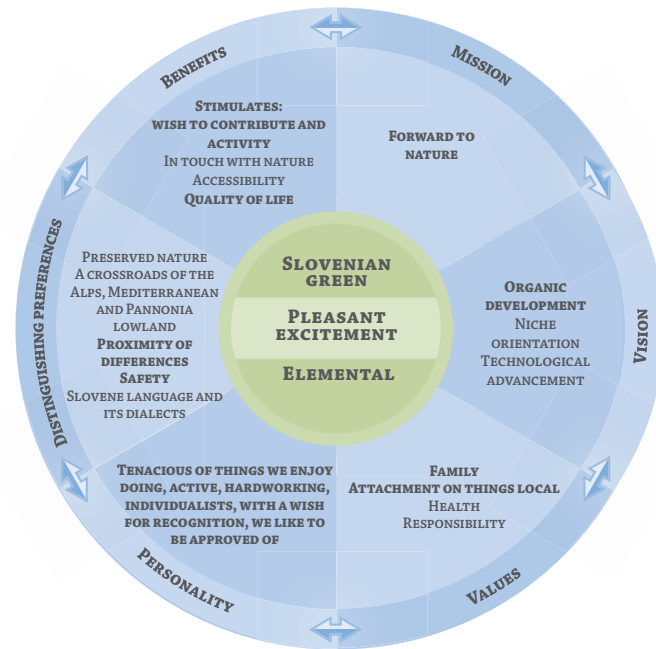
THE MISSION IS CLEAR: FORWARD WITH NATURE.

The all-present **Slovenian green** is a result of a balanced Slovenian outlook on life. It encourages activity and relaxes us. The preserved natural environment and the visible balance of Slovenians are the consequences of our daily efforts to achieve our goals and, at the same time, take responsibility to make Slovenia the way we want it for future generations. Our surroundings and society encourage in us a desire to contribute towards developing and maintaining quality of life. Slovenia represents a model of a modern orientation of moving forward with nature. This orientation includes a healthy relation to oneself, to others, and to the environment. With responsible actions towards ourselves we show how to actively contribute to environmentally-friendly development and advancement of society.

LATER IN THIS BRAND BOOK STORIES OF SLOVENIA IN DIFFERENT AREAS ARE PRESENTED. THE CORE OF SLOVENIA'S BRAND IS ALWAYS PRESENTED FIRST AND ADAPTED TO INDIVIDUAL AREAS. THIS IS FOLLOWED BY INTRODUCING ELEMENTS OF SLOVENIA'S BRAND IDENTITY, WHERE EMPHASISED ELEMENTS REPRESENT THE ELEMENTS THAT ARE PARTICULARLY CHARACTERISTIC OF AN INDIVIDUAL AREA. AT THE END, A SHORT STORY WHICH IS THE BASIS FOR AN EXPERIENCE OF SLOVENIA IN INDIVIDUAL AREAS, IS PRESENTED.

The Story of Slovenia as a Story of Slovenians

The constant motion of Slovenians is a result of our desire to establish and maintain balance. Only by constantly pursuing our dreams will we achieve personal balance. Slovenians are a nation of individualists who by engaging in socially beneficial activities, participating in associations, and organising local events want to give back to society for having been given an opportunity to follow our desires. We wish to contribute and preserve Slovenian green for future generations.



SOCIETY OF INDIVIDUALS WITH COMMON GOALS

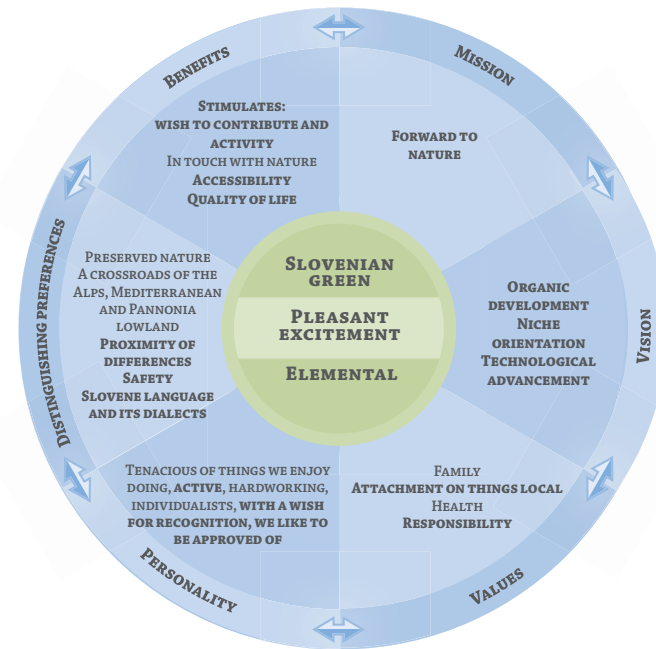
Slovenians are individualists. We do what we enjoy. We do not have one large, prominent attraction but we create small and niche attractions that are tangible to each of us and in which we see ourselves. By fulfilling personal interests we have maintained the Slovenian character over centuries. We succeed in this because we have common goals, despite the diversity with which we live and wish to live. We want to keep Slovenia clean, resident-friendly, and safe. We want to maintain Slovenian green for the coming generations.

WE WISH TO CONTRIBUTE

Slovenians wish to contribute. We gather in associations and we like company. We want to show that we care about Slovenia. We are proud of our country and we want foreigners to praise it too. The desire for recognition forces us ahead, but when we reach our personal goal we repay Slovenia with praise and actions. We want to repay our country for allowing us to do what we enjoy and helping us be in balance with ourselves.

The Story of Slovenia as a State

Slovenia lets individuals do things they feel close to. Because the desires of individuals are varied, Slovenia encourages diversity and sings about cohabitation of individuals and nations. The care for development of individuals' interests enables a balance of inhabitants and a coordinated development of society, which is reflected in the Slovenian quality of life. The acceptance of diversity enables the society's safe and organic development.



SAFE BECAUSE WE RESPECT DIVERSITY

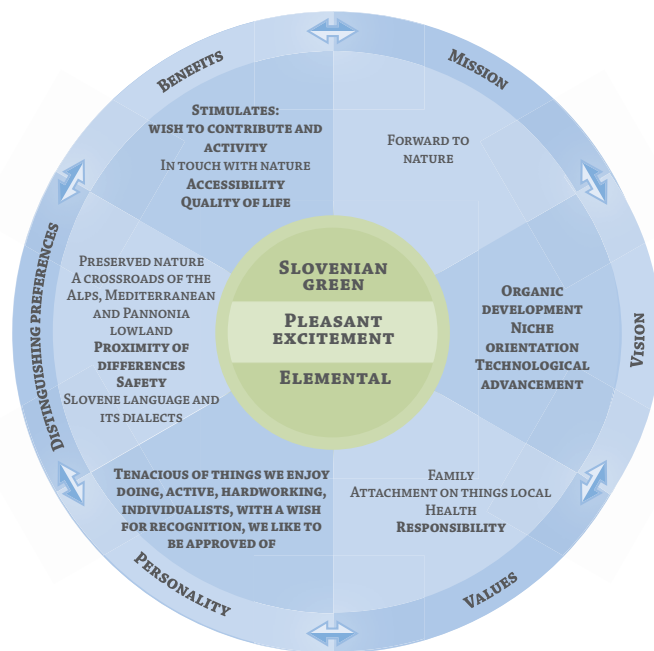
Over a thousand years of history Slovenia has maintained its small size. We are proud of it, and rightfully so, since it is due to our size that we have always had to accept variety and diversity. We are not afraid of diversity, we are used to living with it and we support it. Because we accept individuals with their interests, we are a safe and citizen-friendly country.

A SOCIETY'S QUALITY OF LIFE DEPENDS ON THE INDIVIDUAL'S BALANCE.

Organic development is unanimously supported by Slovenians because we consider the quality of living more important than material wealth. We are convinced that a society's quality of life is linked to the individual's internal balance and because of that we encourage engaging in activities that are important to an individual. We have a shared vision and are not afraid that a variety of personal desires would develop into chaos. Slovenians are balanced when we implement common values by developing personal interests. We move forward with nature, each in our own way but in the same direction.

The Story of Slovenia in the Area of Economy

The Slovenian economy is in constant motion. Slovenians wish to establish ourselves. By pursuing our personal interests we are building a niche economy that is based on engaging in activities that are dear to us. The tenacity with which we pursue our business goals is contagious. Because we are a society of individualists, we create and develop a variety of superior ideas but they all have a common source – the balance between our desires and abilities, and between human and nature. That is why we support organic development. By investing in things that we enjoy we will maintain Slovenian green.



WE HAVE CONSCIOUSLY FOCUSED ON NICHES.

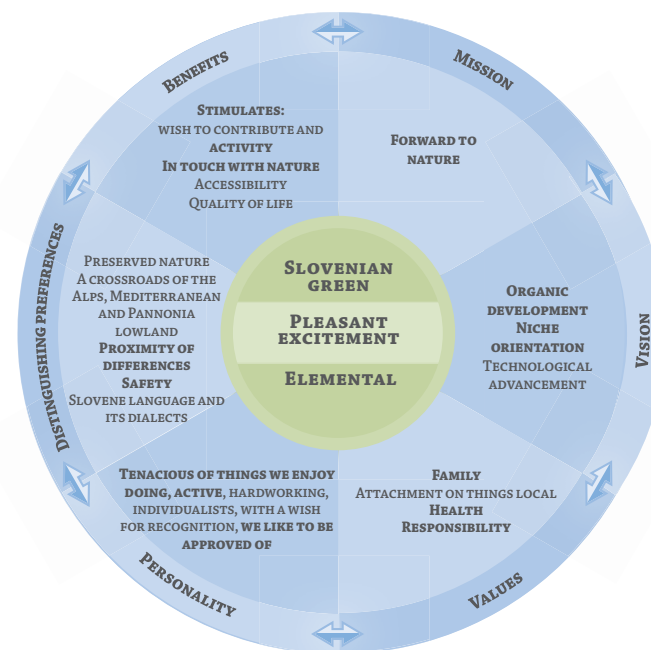
Special energy is present in Slovenia in things we enjoy. These are the activities in which we **excel**. The result of developing personal interests is a diversity of economic activities with a common denominator – a niche focus, which in line with invested enthusiasm crosses into boutique-ness. We welcome investments in activities in which we excel as they will, due to Slovenian enthusiasm for things we like, result in superior returns.

ORGANIC DEVELOPMENT

Slovenia is moving forward with nature. Also in the economy and because the economy's focused development. The Slovenian economy supports technological advancement, which allows it to participate in creating and maintaining Slovenia's fundamental advantage – the preserved natural environment. A consensus on organic development as a vision of Slovenia's future dictates future domestic or foreign investments in our own abilities and capacities.

The Story of Slovenia as a Tourist Destination

Slovenian green is an experience of Slovenia that that one remembers the longest. It relaxes since it represents the balance of an individual as well as the society and its development. However, contagious energy emerges from the constant pursuit of desires. Slovenia encourages you to finally take on something you have always wanted but... You feel pleasant excitement. You will do something for yourself. The harmony of senses, with which you have experienced Slovenian green, will provide you with élan as well as calm you down even after your vacation. Vacation in Slovenia restores your balance, because in Slovenia you are always in touch with something elemental, be it water, the smell of a forest or the original flavour of a dish.



A DIVERSE SLOVENIA, ACCORDING TO MY DESIRES

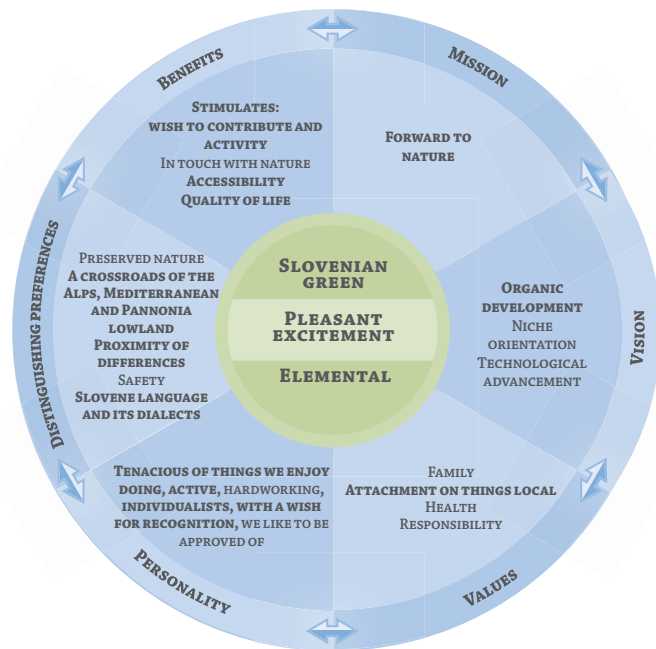
Slovenia encourages the pursuit of personal desires. A common feature of the Slovenian tourist product is a vacation intended to pamper all senses in the manner the guest chooses. A vacation in Slovenia is characterised by an exquisite selection tailored to each guest. Slovenia allows, supports, advocates selfness – doing and pampering ourselves with things we enjoy. In Slovenia you feel yourself again.

GREEN AROUND ME, GREEN IN ME

Diverse Slovenian tourist services are connected by a green, preserved natural environment that joins our cultural and natural heritage in a balanced whole. In Slovenia you feel safe. Genuine contact with nature and oneself results in a regained balance. The memory of Slovenian green gives you élan and simultaneously relaxes you. You feel Slovenia. You will return for Slovenian green.

The Story of Slovenia in the Area of Arts and Culture

Slovenians perceive culture and arts in an elemental way. Culture is both a part of us and present all around us. Because we are a nation of individualists, culture is a choice of each individual. At the same time we are a nation of artists. The manifestation of culture created by an individual is translated in the pride we feel towards our creations. Arts and culture are not only a domain of institutions but also of people and our daily life. We leave a part of ourselves in all our creations. Culture is one of the foundations of Slovenian balance.



CULTURE AS A VALUE

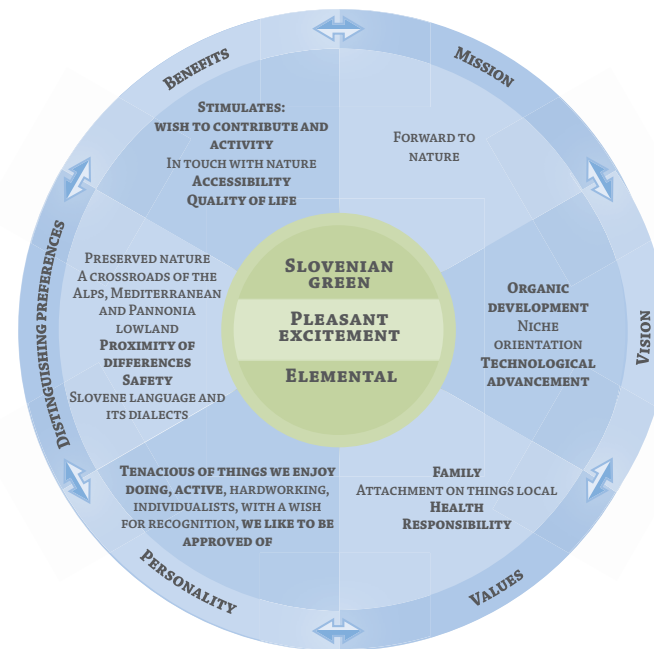
Slovenians are one of the few nations worldwide whose statehood and national affiliation are based on culture and arts. From the Freising Manuscripts onward, the milestones of our development have been mainly cultural and artistic achievements. Culture is a part of our organic development and we respect it. It connects us and fills us with pride.

EVERYBODY IS AN ARTIST

Every one of us feels that the Slovenian character is closely linked to culture. Every Slovenian is some type of artisan or artist – a poet, painter, cook, dancer, winemaker, musician, actor, director, blogger, wood-carver or something else entirely. We make art from things that are dear to us. Consequently, cultural involvement has many faces but they all reflect pride towards what is created. With art Slovenians fulfil desires; however, the best artists among us also fulfil the desires of everyone around them. Without cultural and artistic participation Slovenians would not be in balance. This is where respect for everything we make with our hands, for the elemental, originates from.

The Story of Slovenia in the Area of Science

Slovenian science is a field of individuals whose interests lead them to get involved in things that are incomprehensible or not understood by a majority. In their eagerness to understand they know no limits. In science, tenacity in the things we enjoy often means that Slovenians leave certain areas aside for decades, only then to be rediscovered by individuals who feel close to these areas. The responsibility that Slovenians feel towards ourselves, others, and the environment, maintains Slovenian green – often also through the advancement of science.



WE DEVELOP INTERESTS INTO SCIENCE.

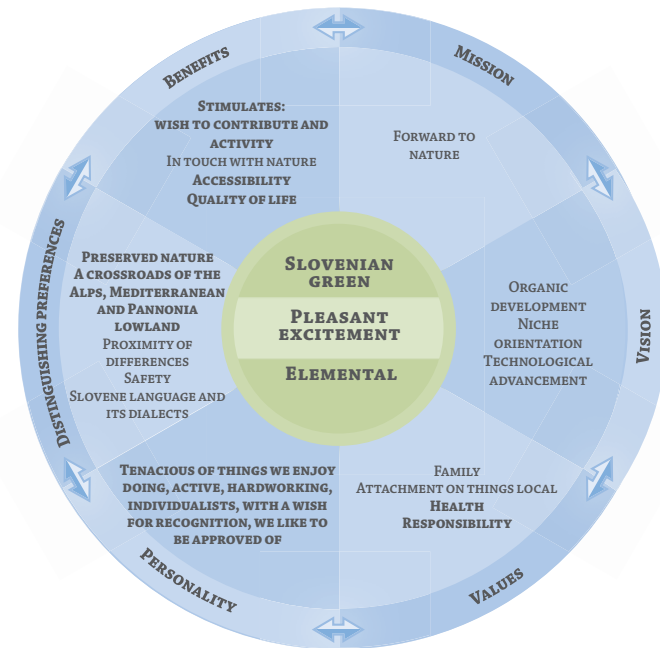
Slovenian science is niche oriented, which is understandable because Slovenians achieve the biggest breakthroughs in the areas that are dear to us and to which we consequently dedicate our lives. The biggest scientific achievements are a consequence of our affinity for the research subject. The tenacity with which we develop our interests makes way for new scientific knowledge. Slovenians are individualists who primarily follow our personal interests. Slovenian science is therefore a diverse palette of achievements in areas that Slovenians enjoy.

PROXIMITY DIRECTS ORGANIC DEVELOPMENT.

Slovenians support organic development. Organic development is possible because Slovenian science is approachable. Slovenian science cohabitates with economic interests and participates in directing Slovenia's desired development. Slovenian development of science contributes to maintaining what we value most – Slovenian green, a clean environment, and a balanced lifestyle.

The Story of Slovenia in the Area of Sport

The desire to move is a part of every Slovenian. Moving fills us with élan. The eagerness with which we pursue our recreational goals is a consequence of a desire for balance. We excel in sports because we enjoy movement. By moving we become one with the constant waving of a forest, a meadow, Slovenian waters. When we are in motion we are a part of Slovenian green.



MOVEMENT IS IN US.

In Slovenia one can feel special energy because with constant motion Slovenians create a balance between reality and desires. Because nature is everywhere around us and because nature calms us and gives us renewed energy, being active is a part of our every day life. Slovenians connect gardening, jogging, skiing, a daily walk, or any other physical activity with the quality of life. We cannot imagine a balanced living without physical activity.

WE DISCOVER NATURAL LIMITS.

We ski where nobody has skied before; we climb where nobody has climbed before; we swim where nobody has swum before; we cycle for distances that others do not. We do not overcome basic natural laws and limits, we discover them. Because we engage in sports activity we enjoy, we are capable of excelling at it. It is our tenacity that makes us discover limits set by nature. Because we value balance and safety, we respect these natural limits.

Guidelines for Ensuring the Slovenian Experience

SLOVENIA'S BRAND PROVIDES GUIDELINES FOR ALL FURTHER ACTIVITIES IN THE AREA OF PRESENTING SLOVENIA TO DOMESTIC AND FOREIGN AUDIENCES

Slovenia's brand is a foundation for all marketing and other activities of presenting Slovenia that are undertaken by Slovenians, Slovenian companies and institutions, or foreigners. The guidelines for ensuring the Slovenian experience are intended mainly for institutions and individuals whose main task is to present Slovenia. They will also serve all others who primarily wish to introduce their product, service, or achievement – they will include the Slovenian experience in the presentation of their product or service in a way that is consistent with the presentation's goal.

APPLICATION OF THE GUIDELINES FOR ENSURING THE SLOVENIAN EXPERIENCE IS ESSENTIAL AT THE STATE LEVEL (STATE INSTITUTIONS).

Application of the guidelines is recommended for everybody else. A uniform application of these guidelines will allow Slovenia to more quickly achieve the desired recognition in the preferred way, i.e., Slovenia's brand provides guidelines for consistent presentation of Slovenia to domestic and foreign audiences. The use of the logo must always be consistent with the guidelines for the use of Slovenia's logo.

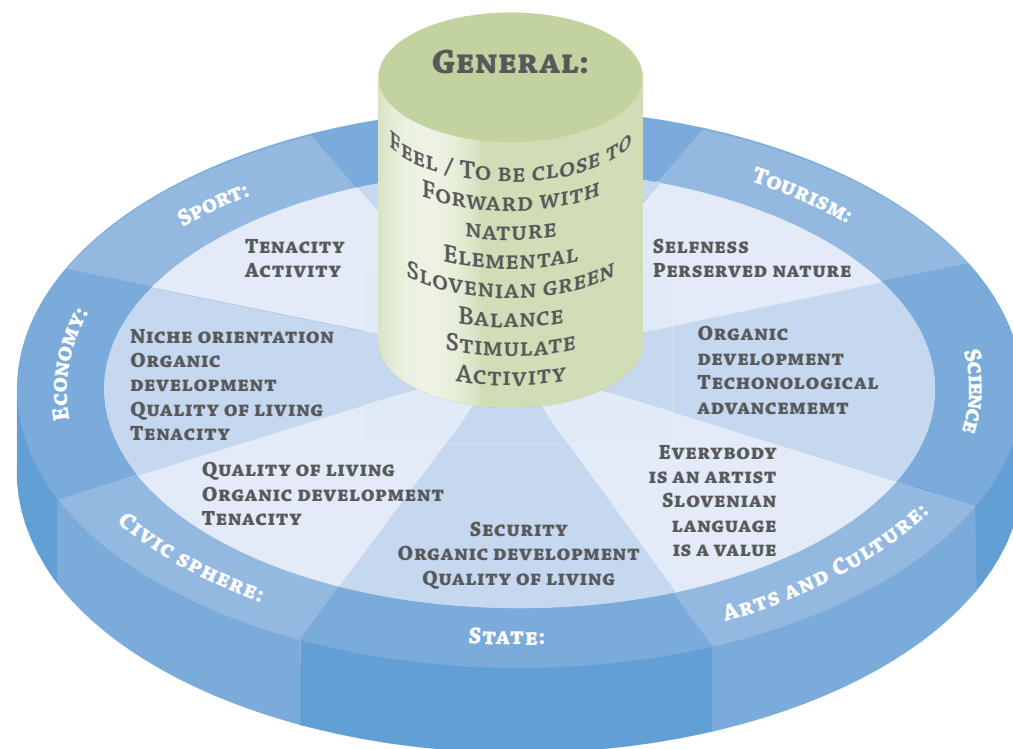
The guidelines for presenting Slovenia's brand with the following are described:

- **WORDS AND PHRASES,**
- **TYPICAL IMAGES,**
- **MOTIFS,**
- **COLOURS,**
- **LOGO,**
- **FONT GROUPS AND**
- **GENERAL EXPERIENCE.**

Words and Phrases

The slogan used to present Slovenia is **I feel Slovenia** (in Slovene language). The slogan is visualised by the Slovenia's logo. Whenever the English version of the slogan – “**I feel Slovenia**” – is used, I feel SloveniJa is pronounced with a y sound, which acknowledges the attachment to the Slovenian language as one of the important elements of Slovenia's brand. The slogan can be translated to other languages.

Slovenia is not described only with a slogan but also with words and phrases listed below. These phrases, the use of which is recommended to describe individual areas, are evident from the stories themselves (bolded words). Each organisation and each individual will create their own story from the phrases; however, it will still reflect the core of Slovenia's brand. The most emphasised phrases are listed below, first for Slovenia as a whole, followed by individual areas. Words and phrases used to describe Slovenia as a whole are used also in individual areas.



Typical Images

Slovenia's brand is a combination of images and feelings typical of Slovenia. The core of Slovenia's brand consists of the promise of experiencing **Slovenian green** as well as of the emotional promise of **pleasant excitement** and the functional promise of the **elemental**. The Slovenian experience has to fulfil all three promises.

ELEMENTAL IMAGES

The presentation of Slovenia has to be clean, clear, and unobtrusive.

The elemental can be represented by:

- **THE COLOUR WHITE,**
- **CLEAN SHAPES,**
- **SETTING (NO ACCUMULATION OF ELEMENTS),**
- **EVENT DESIGN (CLEAR COURSE OF EVENT)**
- **AND OTHER, EVENT-APPROPRIATE WAYS.**

IMAGES OF PLEASANT EXCITEMENT

A certain dynamic that symbolises pleasant excitement should always be included in the presentation of Slovenia.

Dynamics can be represented by:

- **A COLOUR THAT IS IN CONTRAST WITH THE COLOUR PALETTE,**
- **UNUSUAL SHAPE,**
- **DYNAMIC TEXT,**
- **AND OTHER, EVENT-APPROPRIATE WAYS.**

IMAGES OF SLOVENIAN GREEN

The phrase Slovenian green represents a typical Slovenian environment, Slovenian desire for its preservation and a balance between calmness of the environment and the tenacity of the residents. Green is the colour of balance.

It can be represented by:

- **THE COLOUR GREEN,**
- **NATURAL MATERIALS (E.G., WOOD, STONE, CLAY)**
- **SETTING OF AN EVENT (E.G., NEXT TO A RIVER, IN A FOREST, A STAGE SURROUNDED BY VEGETATION),**
- **AND OTHER, EVENT-APPROPRIATE WAYS.**

ELEMENTS INCONSISTENT WITH SLOVENIA'S BRAND

Slovenia's brand points towards a balanced cohabitation of individual elements (human, nature, cities, convictions, etc.). Each element is natural, non-artificial.

We do not recommend the use of the following elements:

- **COLLAGE: SLOVENIA IS DIVERSE ENOUGH IN EVERY DETAIL AND AN AGGRESSIVE COLLAGE AND CONFRONTATION OF ELEMENTS ARE INAPPROPRIATE;**
- **ARTIFICIAL ELEMENTS: BECAUSE SLOVENIA IS ORGANIC, NOT ARTIFICIAL;**
- **OTHER ELEMENTS INCONSISTENT WITH THE BRAND IDENTITY; DANGER, MASSES, ETC.**

Motifs

The use of the same type of motifs is recommended in building the Slovenian experience. The use of such motifs contributes to easier memorisation of Slovenia.

THE MOTIF OF NATURE

A preserved natural environment is what makes Slovenian diversity into a balanced whole. Every day Slovenians focus their actions on preserving the environment and consequently maintaining the quality of life in Slovenia. Everybody who comes in contact with Slovenia, however brief, has to experience the orientation of Slovenians, "Forward with Nature." Therefore we recommend the use of the nature motif in all presentations of Slovenia.

The nature motif can be represented by:

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- **IMAGES (E.G., PHOTOS, DRAWINGS, GRAPHICS),**
 - **THE COLOUR GREEN,**
 - **SOUND (E.G., A WIND-SWEPT FOREST, A BABBLING BROOK),**
 - **FLORA AND FAUNA,**
 - **THEME OF AN EVENT (E.G., ENVIRONMENTAL PROTECTION, CLEANING OF RIVERS),**
 - **NATURAL MATERIALS**
 - **AND OTHER, EVENT-APPROPRIATE WAYS**
-

In individual areas the primacy of motifs is determined by the content of a performed activity.

Colours

Colours that represent Slovenia transmit our orientation, “Forward with Nature,” and a balance that is a result of an active pursuit of personal interests within the common vision. The colour palette is calm but vibrant.

PRIMARY LEVEL – GREEN TONES

Because green is present almost everywhere in Slovenia, green tones represent primary colours. Green symbolises balance; it calms and simultaneously invigorates. Green is always used in presentations of Slovenia, although it is not necessary for green to prevail. If possible, the use of “Slovenian green” is recommended (pantone U377).

Single-colour print	Multi-colour print CMYK	Display on computer screen
Pantone U 377	C:45 M:0 Y:100 K:25	R:120 G:162 B:47



If the use of Slovenian green is not possible (e.g., photographs, a certain material that does not exist in this colour), the closest approximation is used.

SECONDARY LEVEL – BLUE TONES AND WHITE

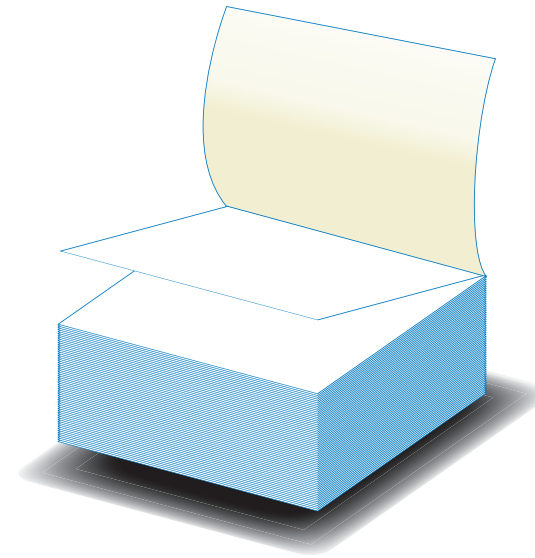
In addition to green, Slovenia is characterised by blue and white. These colours are also connected with nature. They relax and act clean. White presents an additional sense of the elemental, which is in the core of Slovenia’s brand. Both colours are subordinate to green and can be presented using motifs that are usually associated with these two colours.

In presenting Slovenia they can be represented by:

- **USE OF THE SAME COLOUR (E.G., FONT, MATERIAL COLOUR),**
- **A MOTIF THAT IS ASSOCIATED WITH BLUE OR WHITE (E.G., SKY, WATER, SNOW),**
- **A SOUND THAT CHARACTERISES BLUE COLOUR (E.G., THE RUSH OF WATER),**
- **OTHER, EVENT-APPROPRIATE WAYS.**

The recommended tone of blue is shown below.

Single-colour print	Multi-colour print CMYK	Display on computer screen
Pantone U 300	C:100 M:44 Y:0 K:0	R:0 G:121 B:193



When blue colour is used we recommend the use of a certain tone of blue (pantone U300). If the use of recommended blue is not possible (e.g., photographs, a certain material does not exist in this colour, etc.), the closest approximation should be used.

TERTIARY LEVEL – OTHER COLOURS

Other colours are used in accordance with the message and theme of a presentation. They can be used to introduce dynamics in a colour scheme that is characterised by green, blue, and white (or the motif symbolised by the latter two colours).

Logo

The unified use of the Slovenia's logo can contribute to establishing a uniform image of Slovenia and increasing the recognition of Slovenia's brand and Slovenia in general. Slovenia's logo is a global identification symbol of Slovenia. The use of the original version of the Slovenia's logo **I feel Slovenia** is allowed only in the following variations.



Slovenia's logo **I feel Slovenia** must only be used as shown above. When used for labeling products and services it can serve as a communication tool of a product's or service's association with Slovenia. The logo can be used freely, provided that it is used according to the rules presented here. The electronic version of the logo I feel Slovenia and the corporate identity of the Slovenia's brand are available at www.slovenija.info.

Slovenians are proud of our language. Therefore a special version of Slovenia's logo with the translation of I feel Slovenia into Slovene is used when the aim is to promote affiliation with the brand and citizenship in general. A headline with the message I feel Slovenia in Slovene can be used instead of this special version of the Slovenia's logo when promoting brand affiliation or building citizenship. The variations of the special version of Slovenia's logo and of the visual presenting the headline are shown below.



Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Whenever the translation of I feel Slovenia into Slovene is used as a headline and presented as shown above, the original version of Slovenia's logo should be used. Joint presentation of the headline and the special version of Slovenia's logo should be avoided, as should be joint presentation of the original and special versions of Slovenia's logo.

Font Groups

Slovenia's brand is characterised by a balance that is a consequence of an active pursuit of an individual's desires. The chosen font groups have clear features and reflect dynamics. They are slightly atypical, just as Slovenians are atypical.

PRINTED MATERIALS IN LATIN ALPHABET

PRIMARY FONT GROUP – COPY

The COPY font group is clean and has simple shapes. Its use is recommended in writing core messages. It is a font used in Slovenia's logo **I feel Slovenia**.

SECONDARY FONT GROUP – CHAPARRAL

The CHAPARRAL font group has a lot of members, which means that a user can choose among numerous options. It is consistent with the COPY font group and is appropriate as its substitute in materials with smaller surfaces. Its use is also recommended in writing a text that is added to the key message.

PRINTED MATERIALS IN CYRILLIC ALPHABET

The use of primary and secondary use of font groups is defined by the same conditions as the use of primary and secondary Latin script.

Primary font group - ITC OFFICINA SERIF OSF

Secondary font group - RODEO

WEBSITE FONTS

For the use on the web different font groups are recommended than for printed materials because readability of a font on the web is different than in the printed media. The use of primary and secondary font groups on the web is defined by the same conditions as the use of primary and secondary fonts in the printed media. The recommended font groups are the same for Latin and Cyrillic.

Primary font group – VERDANA

Secondary font group – GEORGIA

DISPLAY OF FONT COPY

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

DISPLAY OF FONT CHAPARRAL

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

DISPLAY OF FONT

ITC OFFICINA SERIF OSF

АЖВСДЕФГHIJKLM
 ОЪШПQ RSTUVWXY
 ажбсдефghijklmn
 оъшпqrstuvwxyz
 0123456789€\$%&'()*
 БбАаДдЕеВвГгЗзЙй
 НнМмПпОоСсУуТт
 ЪъЩщЪъЫыЦця

DISPLAY OF FONT RODEO

абвгдеёжзийклмно
 АБВГДЕЕЖЗИЙКЛП
 0123456789(,;:!?&\$%
 клмнопрстуфхцш
 ЗИЙКЛМНОПРСТУФ
 ;:!?&\$%№)ґђљњкћц

DISPLAY OF FONT GEORGIA

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

DISPLAY OF FONT VERDANA

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.

Slovenijo čutim.



Experience

We do not present the country's brand only with billboards, advertisements, and brochures, but primarily through personal contact, with experiences that we offer to everybody who comes in contact with Slovenia. It is recommended to present Slovenia in a way that includes all or at least several senses.

The Slovenian experience can be provided prior to personal contact with Slovenia by using the above guidelines, which can be achieved with promotional materials and advertisements. Through personal contact with Slovenia it is not only possible but also necessary to upgrade the experience with additional elements and elements that complement the presentational materials, such as:

-
- smell (e.g., the smell of cut grass, hay, a forest),
 - sound (e.g., a wind-swept forest, a babbling brook)
 - touch (e.g., soft wood, warm surfaces),
 - taste (e.g., a variety of flavors, a palette of elemental tastes).
-

BASED ON THE ABOVE GUIDELINES A DESIGNER, TO WHOM THE DESIGN OF PRESENTATIONAL TOOLS WILL BE ENTRUSTED, WILL DESIGN MATERIALS THAT WILL CONSISTENTLY AND IN A COORDINATED WAY CO-CREATE SLOVENIA'S EXPERIENCE. GUIDELINES LIMIT THE OPTIONS OF USING THE BRAND'S ELEMENTS BUT THEY ENCOURAGE EACH INDIVIDUAL TO REALISE THEM IN ACCORDANCE WITH HIS OR HER OWN GOALS. BECAUSE OF THE LIMITATIONS, THE EFFECT WILL BE COMMON BUT IT WILL NOT BE UNIFORM. THE BRAND IS A LIVE ORGANISM THAT IS UPGRADED DAILY BY EACH USER. SLOVENIA'S BRAND BOOK IS ONLY AN INSTRUMENT AND NOT A RESULT. USED IN THIS WAY, IT WILL SERVE ITS PURPOSE: WE WILL MAINTAIN OUR DIVERSITY AND AT THE SAME TIME COMMUNICATE WHAT CONNECTS US – SLOVENIAN GREEN.
